

Claims 1-29 (Canceled)

30. (Original) A method of conducting electronic commerce, the method comprising:

opening a user account with a first member vendor; issuing electronic tokens of a first type to a user, and adding the electronic tokens to a user account maintained by the first member vendor;

exchanging the electronic tokens in the user account for electronic tokens of a second type, the electronic tokens of the second type being issued by a second member vendor;

purchasing or renting products or services through the second member vendor using the electronic tokens of the second type, wherein prices for the products or services are listed in units of electronic tokens of the second type; and

transferring compensation from the first member vendor to the second member vendor in an amount equal to the value of the electronic tokens of the second type.

31. (Original) The method of claim 30, wherein issuing electronic tokens of the first type further comprises permitting the user to purchase the electronic tokens of the first type from the first member vendor.

32. (Original) The method of claim 31, wherein permitting the user to purchase the electronic tokens of the first type from the first member vendor further comprises permitting the user to conduct an on-line transaction using a credit card or other electronic payment system to purchase the electronic tokens.

33. (Original) The method of claim 31, wherein

permitting the user to purchase the electronic tokens of the first type comprises permitting the user to conduct an off-line transaction to purchase the electronic tokens.

34. (Original) The method of claim 30 further comprising:

exchanging a subset of electronic tokens in the user account for a group of electronic tokens of a third type, the electronic tokens of the third type being issued by a third member vendor; and

purchasing or renting products or services through the third member vendor using the electronic tokens of the third type, wherein prices for the products or services are listed in units of electronic tokens of the third type.

35. (Original) The method of claim 30 further comprising:

notifying a mall service provider that electronic tokens have been issued to the user.

36. (Original) The method of claim 35 wherein the user account is maintained at the mall service provider.

37. (Original) The method of claim 30 wherein a service charge is deducted each time electronic tokens issued by the first member vendor are exchanged for tokens issued by the second member vendor.

38. (Original) The method of claim 30 further comprising:

notifying a mall service provider each time a user registers with a member vendor.

39. (Original) The method of claim 30 wherein purchasing or renting services or products further comprises: competitively bidding on one or more of the products or services.

40. (Original) The method of claim 30 further comprising:

recording a royalty transaction for each electronic transaction conducted using the electronic tokens.

41. (Original) The method of claim 30 further comprising:

recording a toll charge when the second member vendor requests information relating to the customer from the first member vendor.

42. (Original) The method of claim 30 further comprising:

recording a toll charge when the first member vendor reimburses the second member vendor for electronic tokens.

43. (Canceled)

44. (Canceled)